

Circulation: 370,000

## Digital Editorial Calendar



AAA Explorer Southern brings readers even more inspiring ideas for local events and activities, weekend getaways, and places to eat with the monthly AAA Explorer eNewsletter.

### Jan

10 important Civil Rights sites to visit

CLOSE: 11/1/2022 | MATERIALS: 11/8/2022 | SEND: 1/4/2023

### Feb

Romantic hotel roundup

CLOSE: 12/1/2022 | MATERIALS: 12/8/2022 | SEND: 2/1/2023

### Mar

The Southern and South's best burgers

CLOSE: 1/6/2023 | MATERIALS: 1/13/2023 | SEND: 3/1/2023

### Apr

Architectural treasures

CLOSE: 2/13/2023 | MATERIALS: 2/20/2023 | SEND: 4/5/2023

### May

A roundup of beautiful botanical gardens

CLOSE: 3/13/2023 | MATERIALS: 3/20/2023 | SEND: 5/3/2023

### Jun

Quick escapes

CLOSE: 4/7/2023 | MATERIALS: 4/14/2023 | SEND: 5/31/2023

### Jul

Summer travel

CLOSE: 5/11/2023 | MATERIALS: 5/18/2023 | SEND: 7/5/2023

### Aug

Summer travel

CLOSE: 6/9/2023 | MATERIALS: 6/16/2023 | SEND: 8/2/2023

### Sep

Best wineries to visit this Fall

CLOSE: 7/14/2023 | MATERIALS: 7/21/2023 | SEND: 9/6/2023

### Oct

Fall events and activities

CLOSE: 8/11/2023 | MATERIALS: 8/18/2023 | SEND: 10/4/2023

### Nov

Holidays and family

CLOSE: 9/11/2023 | MATERIALS: 9/18/2023 | SEND: 11/1/2023

### Dec

Best of 2023

CLOSE: 10/12/2023 | MATERIALS: 10/19/2023 | SEND: 12/6/2023

Circulation: 370,000

## AAA Explorer eNewsletter

Reach a digitally-engaged audience of AAA members with the AAA Explorer eNewsletter and align your brand with premium digital content.

### Ad rates and specifications

Rate Card #4 | Effective January 2023. All rates are net.

#### Sponsored Content

**\$5,500 net**

##### eNewsletter Feature

- Image (1360px W x 600px H, jpg, png)
- Headline (40 characters w/ spaces)
- Description (200 characters w/ spaces)

##### Content Page

- Copy (1,000 words max)
- Photos 680px W x 380px H, min of one, landscape orientation preferred)

#### Banner Ad

**\$ 3,000 net**

- 1200px W x 240px H
- JPEG, GIF, or Photoshop files

- 72 ppi, RGB
- Website url

#### Showcase Ad

**\$ 1,600 net**

- Business Name (30 characters w/ spaces)
- Image (800px W x 430px H)

- Offer/Copy (35 characters w/ spaces)
- Website url

### Deadlines

Issue Month	Ad Close	Ad Due	Send Date
January	11/01/2022	11/08/2022	<b>01/04/2023</b>
February	12/01/2022	12/08/2022	<b>02/01/2023</b>
March	01/06/2023	01/13/2023	<b>03/01/2023</b>
April	02/13/2023	02/20/2023	<b>04/05/2023</b>
May	03/13/2023	03/20/2023	<b>05/03/2023</b>
June	04/07/2023	04/14/2023	<b>05/31/2023</b>
July	05/11/2023	05/18/2023	<b>07/05/2023</b>
August	06/09/2023	06/16/2023	<b>08/02/2023</b>
September	07/14/2023	07/21/2023	<b>09/06/2023</b>
October	08/11/2023	08/18/2023	<b>10/04/2023</b>
November	09/11/2023	09/18/2023	<b>11/01/2023</b>
December	10/12/2023	10/19/2023	<b>12/06/2023</b>



#### 8 roadside diners worth the drive

The food is the destination at these highway eateries, where you'll discover sublime twists on roadside classics and one-of-a-kind dishes, too.

[READ MORE](#)

#### Related

- Celebrate Missouri's bicentennial
- 6 mistakes that can ruin a road trip

#### Banner



#### Tips for talking to your auto mechanic

When your car needs service, you need to communicate clearly with the service rep or tech. Read up on key things to do (and avoid) in the process.

[HELPFUL TIPS](#)

#### Related

- Did you know millions of AAA roadside service calls are preventable?
- Read about the latest auto trends in the free 2021 AAA Car Guide

#### Sponsored Content



#### 10 dos and don'ts for road-tripping

After a year of way too much time at home, we're all anxious to break out and hit the road. The quintessential road trip is all about making memories, exploring new terrain, and having fun. There are many details to consider when planning your trip. Create a memorable experience with these 10 tips.

[READ MORE](#)

#### Related

- Save up to 15% at Best Western on your next road trip
- The ultimate 12-day Southwest road trip



#### 10 dream destinations to put on your bucket list

Our travel writers and editors share some of their favorite places on the planet.

[READ MORE](#)

#### Related

- How an all-inclusive vacation can be your answer to a vacation now
- Why you need travel insurance now more than ever

#### Showcases

**From our advertisers**

**Pearland**  
Check out 5 reasons to go hiking in Pearland this Spring!

**Apple News+**  
Get 3 months free of Apple News+ as a AAA member

**Purgatory Resort**  
Endless Room to Room near Durango, CO